hair. Likewise, some pets **10** such as miniature poodles are often partially shaved, especially during summer months. A coat that would fit a miniature poodle that has fully grown, curly hair would likely not fit the same miniature poodle after it has been shaved.

Next, size parameters are calculated **214**, preferably using a sizing engine (see FIG. **13**), preferably using some level of artificial intelligence. The size parameters include some or all of pet height, pet length, tail length (or no tail), tail base diameter, front leg height, front leg diameter, rear leg height, rear leg diameter, neck circumference at collar location, chest circumference, front chest height, chin height above the collar location. From the size parameters, standard sizes are also determined/generated such as shirt size (small, medium, large, extra-large, XXLG, etc.), coat size (small, medium, large, extra-large, XXLG, etc.), collar size (length), etc.

In FIG. **15**, one way for a user (pet owner) **402** to select an article for purchase is shown. This starts with the user (pet owner) **402** selecting **238** a category (e.g. collars as in FIG. **11**).

All items in the category that are available and will fit the pet **10** are displayed. Note, for brevity and clarity reasons, multi-page displays are not shown, though it is anticipated that more items than can be displayed on a single page will result and pagination will be required, as known in the industry.

The first item **240** in that category is selected. If there are no items remaining (assuming one or more items have been added to the list, the items are displayed **260**.

If more items remain **242**, the current item (ITM) is loaded **244** and inventory is checked **246** to determine if the item is available and is available in the size needed for the pet **10**. If the item is available **248** in a size needed for the pet **10**, the item is added to a list **252**, the next item is selected **250** and the above repeats.

If the item is not available **248** or not available **248** in a size needed for the pet **10**, in some embodiments the missed opportunity is noted **254** for marketing purposes to warn about low inventory levels against demand.

After the list of items is displayed **260**, the program waits **262** for the user (pet owner) **402** to select one of the articles. After the user (pet owner) **402** selects one of the articles, that article is displayed **264** on an image of the pet **10** (as shown in FIG. **10**) then a determination of whether the user (pet owner) **402** wants to order the item is made. If the user (pet owner) **402** does not want to order **266** the item, flow continues to display allow selection of another article. Note that it is fully anticipated that other operations are performed such as going back to the categories, going to a different page of the current category, reviewing details of an article, etc.

If the user (pet owner) **402** wants to order **266** the item, billing and shipping operations are performed **268**. Note that in some embodiments, multiple items/articles are added to an order before billing and shipping are performed **268**.

In FIG. **16**, part of the return material process is shown. As known in the industry, returns are often made for online purchases. In such, details of the order, products being returned, address of the user (pet owner) **402**, etc. are obtained before the item/article(s) is/are returned. FIG. **16** is but a part of the return material process in which the user (pet owner) **402** provides feedback as to why the return is being made. The user (pet owner) **402** has entered or said a reason **280** for the return. If the reason is size **282**, then a recalculation **284** is made of the size of the pet **10**. If the recalculation **284** results in the same size **286**, the pet data

is adjusted **296** and the recalculation **284** and test for the same size **286** is repeated. For example, if the size of the article shipped is medium and the user (pet owner) **402** indicates that the size is too small, the pet data is adjusted to increase some input data to the sizing engine until the sizing engine emits a larger size (e.g. large). In this way, if the same animal or similar animal is sized in the future, a size closer to the real size of the animal will be determined.

Once the test for the same size **286** indicates a size change, the inventory is checked **288** and if the item/article is available in the new size **290**, it is shipped **294**. If the item/article is not available in the new size **290**, a manual process (or in some embodiments, automatic process) **292** runs to provide return shipping information and to provide a credit for the cost of the item/article.

Equivalent elements can be substituted for the ones set forth above such that they perform in substantially the same manner in substantially the same way for achieving substantially the same result.

It is believed that the system and method as described and many of its attendant advantages will be understood by the foregoing description. It is also believed that it will be apparent that various changes may be made in the form, construction and arrangement of the components thereof without departing from the scope and spirit of the invention or without sacrificing all of its material advantages. The form herein before described being merely exemplary and explanatory embodiment thereof. It is the intention of the following claims to encompass and include such changes.

What is claimed is:

1. A system for approximating sizes for pets, the system comprising:
   a server computer;
   a database of animals operatively coupled to the server, the database of animals having data related to types of animals and base sizes for each animal in the database of animals;
   a plurality of images of a pet and data regarding the pet; and
   software that runs on the server receives the plurality of images of the pet and the data regarding the pet, and the software selects an animal in the database of animals that is a closest match to the data regarding the pet, and the software generates a set of size parameters based upon the base size of the animal from the database of animals as modified by estimates made from the images of the pet.

2. The system of claim **1**, wherein the plurality of images of the pet comprise three images, a first image of the plurality of the images of the pet is a side view of the pet, a second image of the plurality of the images of the pet is a front view of the pet, and a third image of the plurality of the images of the pet is an aerial view of the pet.

3. The system of claim **1**, wherein the software that runs on the server selects the animal in the database of animals that is the closest match to the data regarding the pet and generates one or more shadow outlines of the animal, then software running on an imaging device sequentially displays each of the one or more shadow outlines and enables a camera of the imaging device to take an image of the pet such that an image of the pet aligns with the each of the one or more shadow outlines; and each image of the pet is uploaded to the server.

4. The system of claim **1**, wherein the software that runs on the server further selects and display at least one article that is of an appropriate size based upon the size parameters of the pet and size data for the article.